

Managing Enterprise

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Task 1: Preparing business plan

Description of the service proposition of the new venture

The new venture is going to establish a fitness centre which has a dedicated and proper space for Muslim ladies. The main value proposition of this business entity is it is going to maintain cultural inclusion, a private and secure place for Muslim ladies for physical workouts. The gym will ensure that it will cater for a judgement-free, comfortable environment to them by providing certified fitness trainers. The company will give opportunities to these ladies to enjoy their workout sessions with strength training, cardio training and many more. Moreover, the new venture is going to deliver the scope of practising yoga also. Above all, this new venture will arrange a place of prayer for its target client to maintain their religious belief. Furthermore, a flexible plan of membership will also be delivered by this organisation which is accessible and affordable to maintain their fitness optimally.

Type of business and type of business ownership

The name of this new fitness centre will be Ordo Femina which caters a scope to Muslim girls and women for physical workouts without hurting their religious beliefs. The organisation will be the sole trader (Kuter et al., 2022). The advantage of this kind of business style is it is very easy to set up the business while a sole trader business will be chosen. It has been seen that in this kind of business, there is minimal paperwork. Furthermore, in this kind of business the control will be vested in the hand of the owner completely. Additionally, this kind of trading will also deliver flexibility to this physical fitness centre. Ordo Femina can change its operational activity according to the market condition easily if there is no board of directors in this business (Business Wales, 2021)

However, choosing this type of business structure can invoke unlimited liabilities to the owner of this business. The owner will be personally liable for the legal obligations and financial debts. While a business is run by a sole proprietor then the business faces hindrances to accessing additional financial resources due to a lack of security. Hence, Ordo Femina can also face this kind of hindrance due to its sole proprietorship structure.

Mission statement, objectives and aim of business

Mission statement

Ordo Femina has a commitment to empower the women of the Muslim community by delivering a secure, culturally inclusive and private fitness ambience. The business entity has a mission to provide such an opportunity where they get a scope to obtain their goals of mental and physical wellness. Its dedicated fitness training will foster strength and confidence through diverse programs of workout.

Objective of the business

The objective of this new venture is to create a private and secure space for workouts for women through a comprehensive physical fitness program. It also has the objective to provide a specific place for prayer to maintain religious inclusivity and cultural inclusivity. Through encouraging the engagement of diverse communities, it fosters the objective to connect, inspire and motivate each other.

Aim of this venture

- i) To make holistic approaches to redefine ultimate fitness for women of Muslim community.
- ii) To deliver premium quality training to the target consumers to maintain their spiritual and physical well-being.
- iii) To deliver a culturally inclusive, non-judgemental fitness experience by tailoring a motivated, respected and confident ambience in the gym.

Physical requirement

Location

The business will be set in Westminster of London and the gym will be started behind Caffè Nero on Great Castle Street. This place is at the nearby place of Oxford Street, one of the busiest places in the United Kingdom.

Equipments

There are various pieces of equipment which will be effectively needed for this new venture. The new venture will need a specific commercial apartment to establish the gym. Aside from this, for the front desk, some chairs and a table will also be needed. A secure web connection and laptop are going to be required for this venture (Blythe, 2019). Gym equipment such as cardio equipment namely treadmills, rowing machines, stationary bikes and stair climbers should be included in the list. Apart from cardio machines, machines for strength training namely barbells, dumbbells, weight plates, benches, racks and gym mats are also going to be arranged to start this business.

Human resources

This new business idea has to employ 14 employees who have different roles. For instance, Ordo Femina has to recruit 2 gym managers who can supervise the daily operations of the gym. In addition to that, it will employ 3 certified lady personal trainers who can give fitness advice to the customers. Apart from these two front desk managers will be recruited to solve the query of new consumers and one cleaning staff will be employed to clean the floor of the gym (ILM, 2021). Since this venture is going to deal with Muslim women that is why it has to recruit two veteran dietitians in this context who can help its consumers in delivering a food diet without damaging their believing. Three marketing professionals and one IT professional will also be deployed to achieve a competitive advantage.

Activities of Marketing activities

Digital marketing will be used as the tool of marketing by Ordo Femina to reach a fleet of target customers. This type of marketing will be considered by the venture as it is very cost-effective in nature. Moreover, this marketing initiative helps to build the brand and plays a very crucial role in increasing the rate of conversion to a great extent. Ordo is going to use a social media marketing strategy to reach consumers (Zimmerer and

Scarborough, 2017). Social media platforms such as Facebook and Instagram will be the targeted medium to reach its target customers. Aside from this, this new trading idea will take the help of influencer marketing to get a loyal base of consumers.

Market Research

The market research about the emerging trends of the participation of Muslim ladies has brought out some crucial facts. It has been revealed that almost half of the female Muslims in the UK cannot join the gym due to discomfort. According to a report 73% of the Muslim women of Great Britain say that they feel inspired while they witness any successful Muslim female athlete in mainstream sports. Whereas 86% of the entire UK female population of the chosen community claims that there is a lack of women-only gyms (Creative Brief, 2025). However, according to another report, after the pandemic hit, 55% of British Muslim girls and women showed their tendency to go to gyms and fitness centres.

Financial resources

Three suitable options are there for the business owner Ordo Femina to arrange the fiscal assistance. Those options are bank loans, personal savings and government grants. It is very evident for a new venture the owner has to invest a lump sum amount of money to run the business. **Angel Investors are another option that this new venture can be incorporated to a huge extent as these investors have enormous experience in running a business. It will also help the venture to instrument different business operations by building effective networks. Securing potential investment from angel investors becomes very beneficial for the venture from the perspective of establishing credibility for the new business.** The proprietor can take the help of a bank loan as it can be delivered on the basis of collaterals where less paperwork is needed (Ivashina et al., 2022). The most feasible financial resource for this business is government grants. The government grant is non-refundable and it will also help to meet some specific requirements.

Financial summary

Presenting the total revenue "Ordo Femina"	
Category	Year 2025 (£)
Revenue	
Service Contracts (Employees)	32000
Subscription Fees	15000
Consultancy & Support Fees	13000
Total Revenue	60000

Figure 1: Revenue of Ordo Femina

(Source: Author)

The company is projected to **earn 60,000 GBP** in the financial year 2025 through support and consultancy fees, subscription fees, service contracts with employees.

Presenting the total expenses "Ordo Femina"	
Category	Year 2025 (£)
QR Code & Digital Receipt System	4,500
Gym Equipments	8,000
Employees' salary	6,500
Website Development	7,500
Marketing & Branding	7,000
Operations	9,000
Miscellaneous Costs	7,500
Total Expenses	50,000

Figure 2: Total Expense of the venture

(Source: Self-created)

Moreover, the venture will project its expenses **50,000 GBP** including the expense of gym equipment, employee's salary, marketing cost and many more in the fiscal year 2025.

Presenting the total profitability "Ordo Femina"	
Year 2025 (£)	
Net Profit (Revenue - Expenses)	10,000
Profit Margin (%)	13%

Figure 3: Profitability of Ordo Femina

(Source: Self-created)

The profitability of this business entity will be 13% whereas net profit is 10,000 GBP in the economic year 2025.

Threats to the success of the business plan and strategies to overcome problems

Limited awareness of market

Ordo Femina is going to attract the niche market of Muslim women's fitness centres and there is very low awareness in this market about fitness. This type of lack of awareness can be mitigated by involving female influencers of the Muslim community in the business (Career Wales, 2025).

Financial constraints

Financial constraints are the key problem of this business as it will be run by a sole trader (Morgan, 2016). The venture has to apply phased rollout techniques in this business and can introduce pre-launch packages of membership for its consumers to mitigate this problem.

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Task 2 Individual reflection

Gibbs reflective cycle will be used to understand effectiveness of the above task with the utmost precision.

Description

Above task has delivered a business plan for a new venture Ordo Femina, which is a centre of fitness exclusively for British Muslim women. This business commits to delivering a culturally diverse fitness experience with a flexible and affordable business plan. The sole proprietorship has been chosen for this business. At the time of research, I got ample ideas about marketing strategy, fiscal feasibility and human capital.

Feelings

Primarily I felt the utmost excitement in the context of making a business plan which is aligned with huge cultural inclusivity. I became overwhelmed with the challenges such as lack of customer awareness, and fiscal constraints. I also realised the strongest sense of accountability in ensuring the commercial model was appealing and sustainable.

Evaluation

The experience that I have gained has both beneficial and adverse aspects. For example, this experience has helped me to know about the importance of marketing strategy. I gained deep insight into digital marketing strategy and the demands of customers. Aside from this, the above business plan gives me a deep knowledge of revenue projections, profitability and cost management of the organisation. Also, I have faced challenges at the time of tailoring the fiscal project and market research.

Analysis

Some transferable skills have been gained by me through this business plan which can enhance the knowledge areas. The business plan has helped me to gain skills in market analysis and the skills of entrepreneurial research to a great extent. This

business plan has helped me to know about financial planning. It can help me to forecast expenses and income along with profitability.

Conclusion

The entire strategy of a business plan is very effective in assessing the risk of strategic planning along with its effectiveness. Furthermore, it becomes very obvious to me that this business plan demands adaptability according to market stability. It shows that this new venture can face various economic challenges and engaging customers is treated as a significant challenge.

Action plan

After executing this business plan, I have to seek some alternative options of funding. In addition to this, I have to gain knowledge of the way marketing efforts can deliver the absolute outcome. Apart from that, I have to gain more knowledge about the ways to enhance the engagement of consumers.